

Fig 1

009494-11204

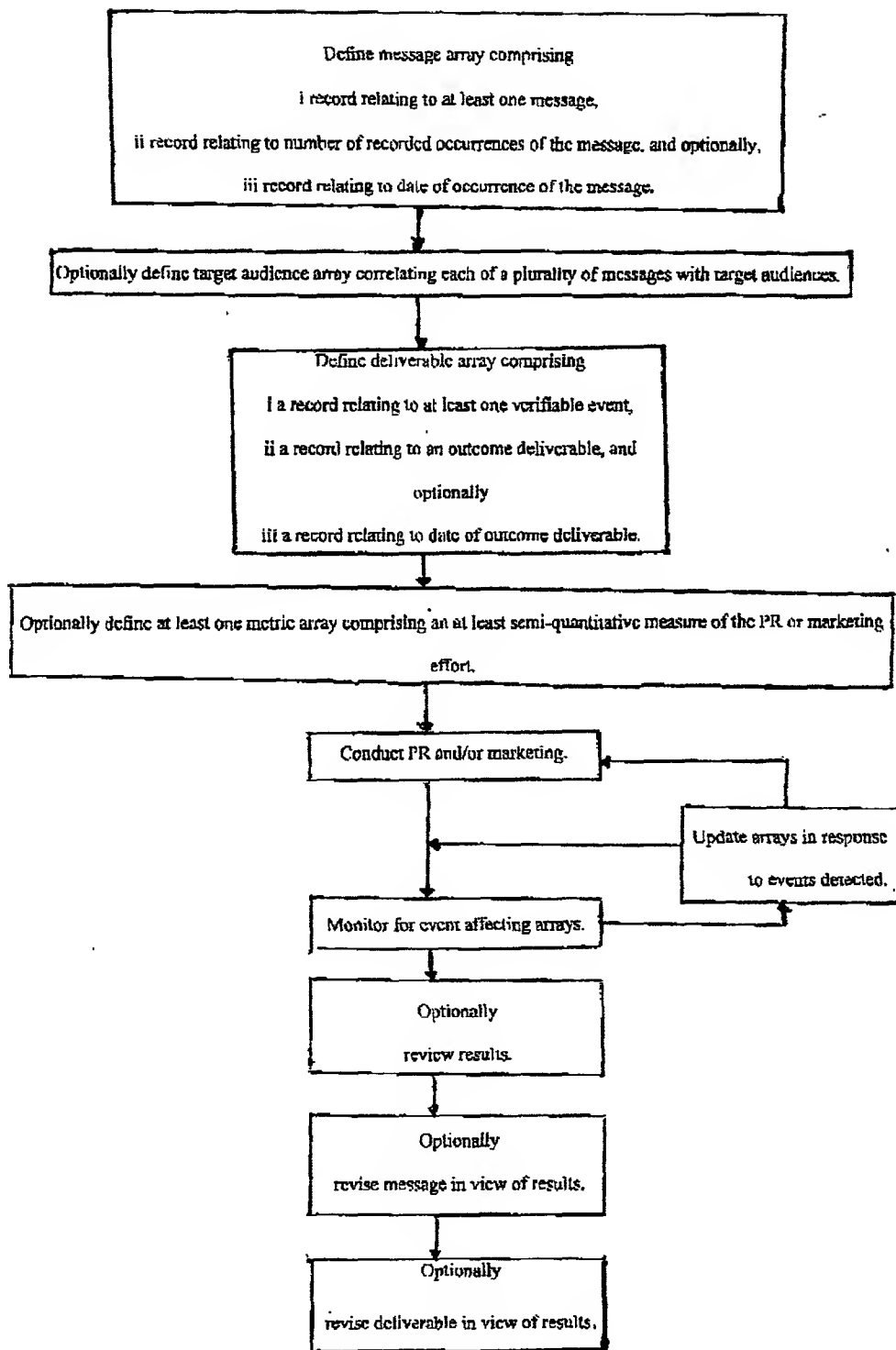
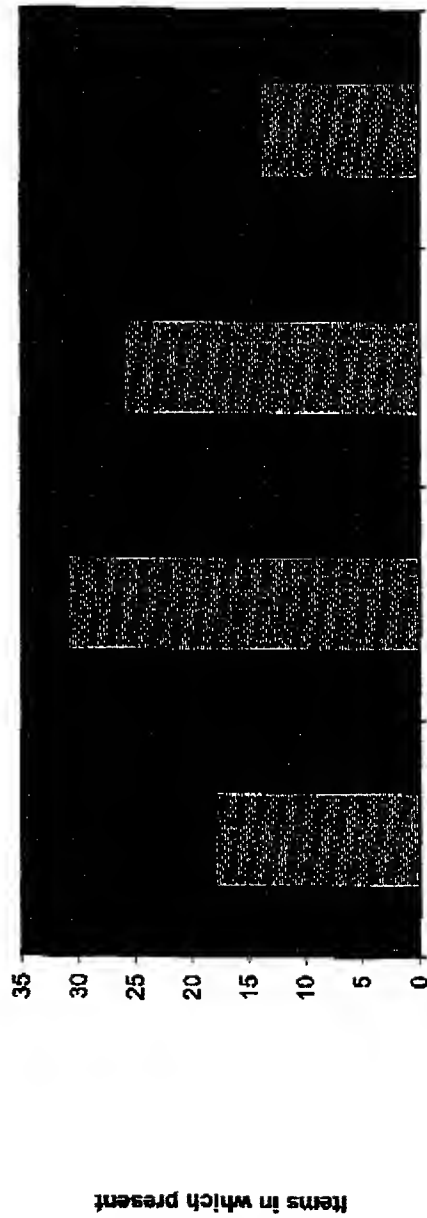


Fig 2

FDZATT" 9T646560

Message penetration



Widget.com is one of the leading producers of widgets

Widgets are the future of gadgets

Widgets add fizz to your hometrexw

Hometrexw cognoscenti prefer widgets to gadgets

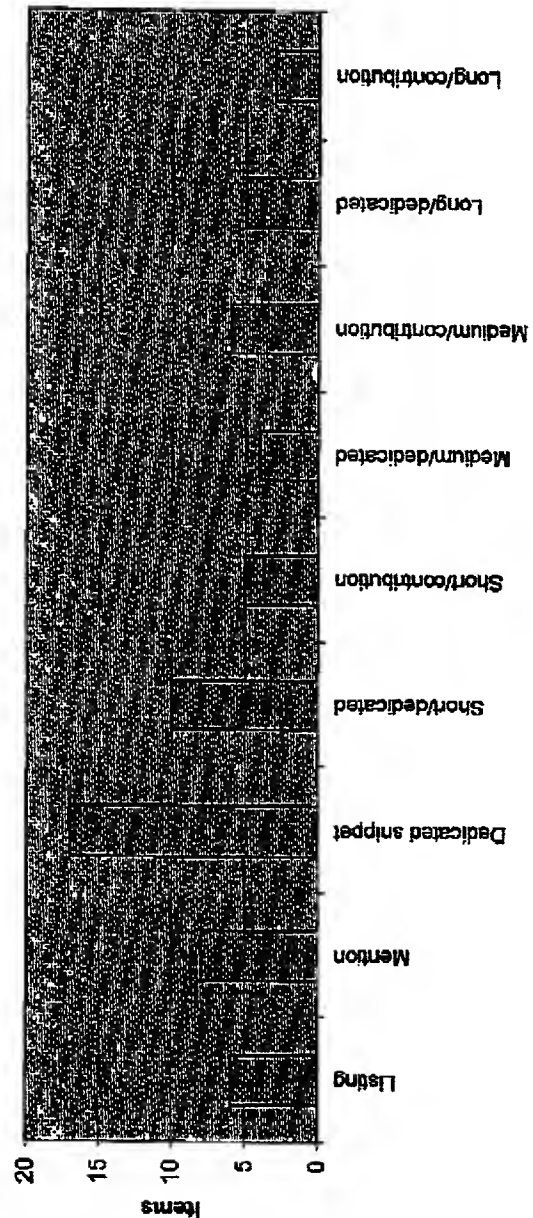
Fig 3

<i>Activity</i>	<i>Actual</i>	<i>Target</i>
UK launch of Widget v2.0	6	5
One day publishing house tour		
Press Roundtable ("Beyond 2001: Widgets or gadgets?")	5	4
UK trade news release	9	5
UK news release (exclusive to national)	1	1
Features	15	18
Case studies	2	2
PR stunt (widget giveaway at Central Station)	2	2
Broadcast campaign	3	2
Picture campaign	2	2
London School of Economics Seminar "Will the widget kill off the gadget?"	3	4

Fig. 4

Fig 5

Articles by length



Content		Items																									
Exclusive																											
Picture																											
Headline																											
Only comparison																											
Major comparison																											
Information																											
Corporate description																											
Positional quote(s)																											
Comparative quote(s)																											
Illustrative quote(s)																											
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26

5

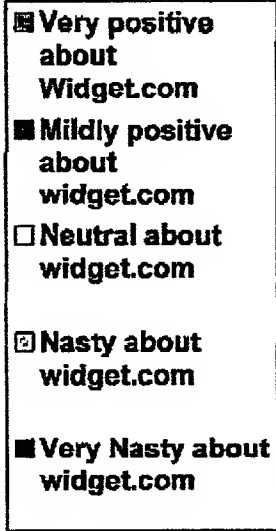
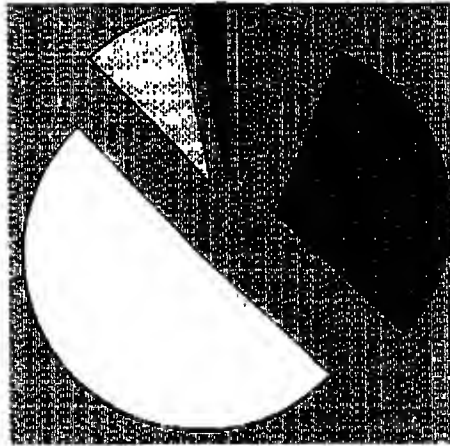


Fig 7

Progress towards activity deliverables

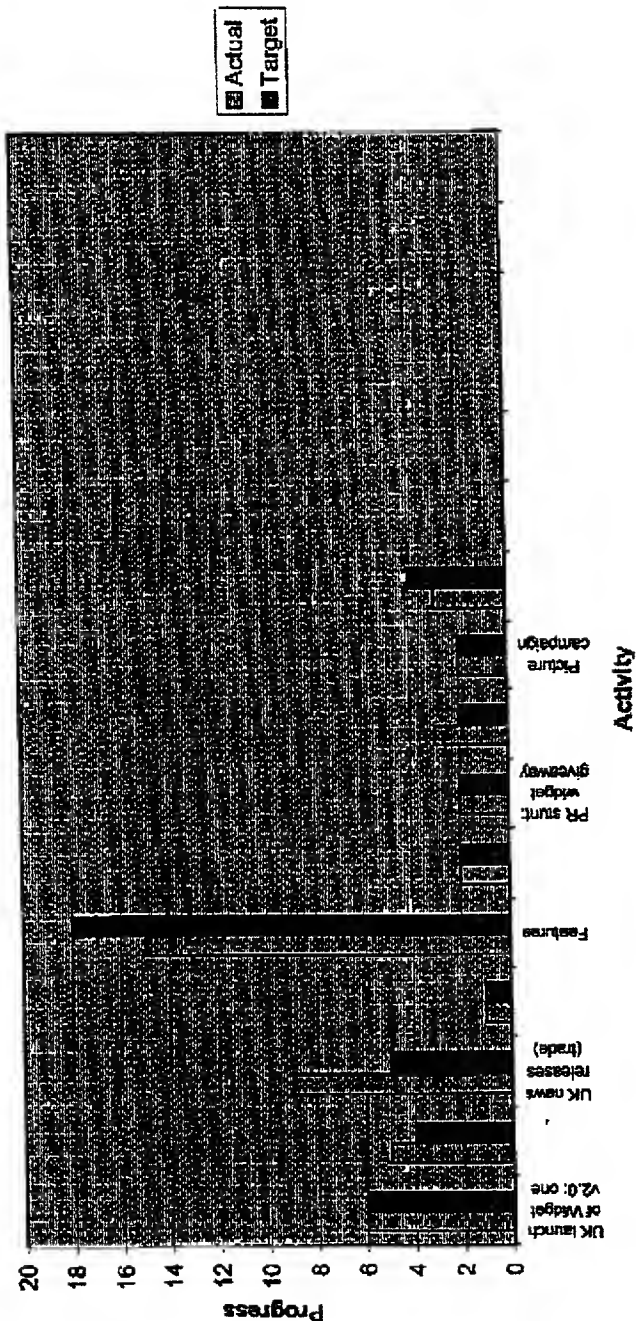


Fig 8

Progress towards coverage deliverables

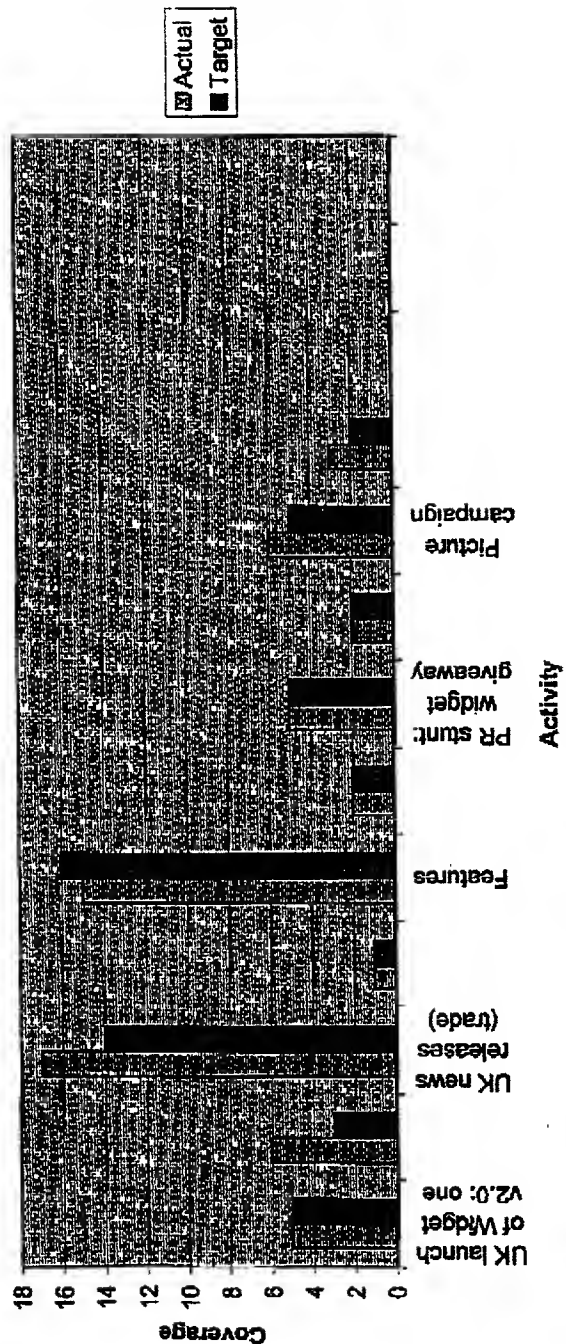


Fig 9

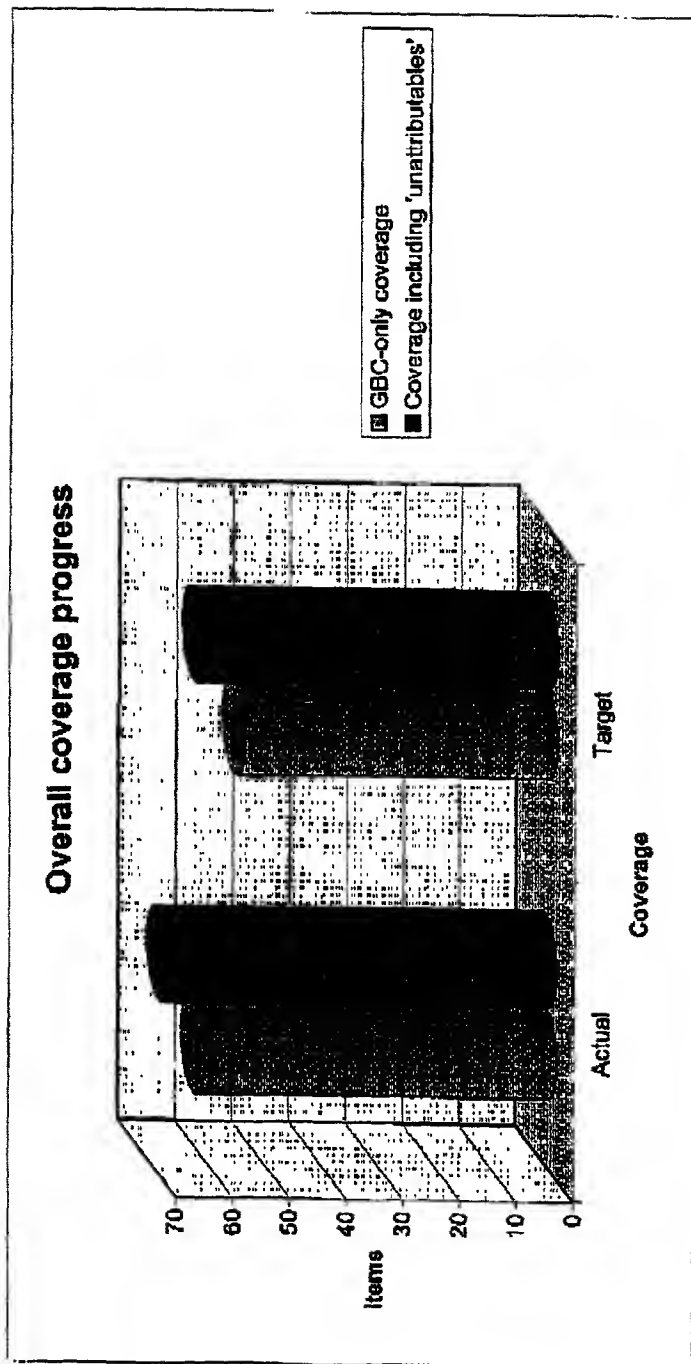


Fig 10

Coverage item type

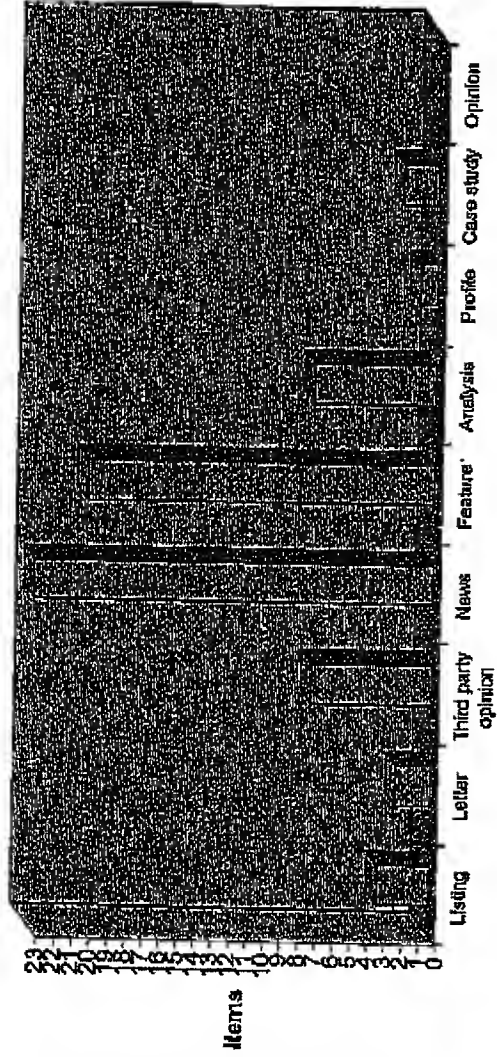
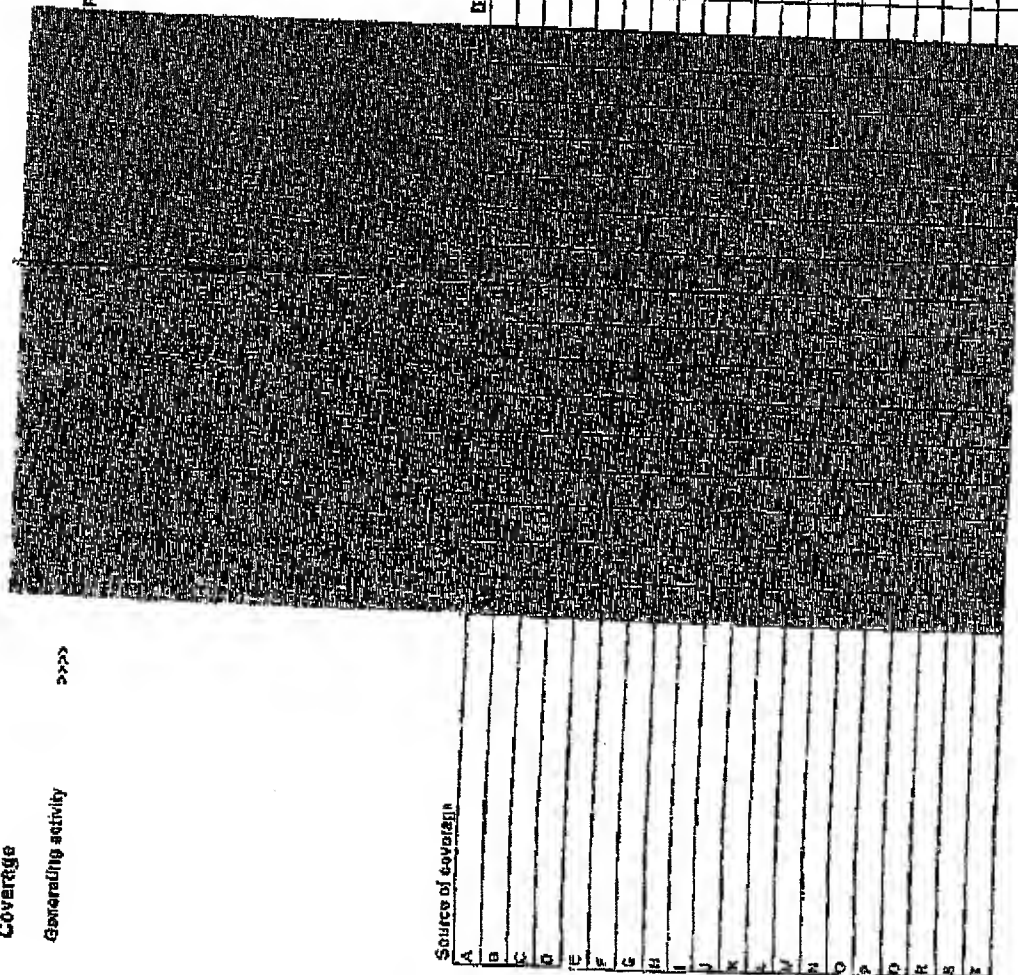


Fig. 11

Coverage
Disciplinary activity
3322

Procedural



ଅଫିସରଙ୍କ ସ୍ଥାନ

Office

Thousands of judges and judges' clerks are working to ensure that the justice system is not overwhelmed by the influx of cases. The judges are working to ensure that the justice system is not overwhelmed by the influx of cases.

	E	N	H	T
A				1
B				1
C				1
D				1
E				1
F				1
G				1
H				1
I				1
J				1
K				1
L				1
M				1
N				1
O				1
P				1
Q				1
R				1
S				1
T				1

File. 12

[illegible]